

## REMARKS

Claims 27, 28, 31, 32 and 34 are presently pending in the application. Applicant wishes to thank Examiner Mila Airepetian for the courtesies extended during the telephonic interviews on July 30 and 31, 2007 regarding the related pending series of applications [11/240,\*\*\* series]. In this connection, claim 27 has been amended to clarify the invention over the cited prior art as described in paragraph [0041] of the specification. In view of the amendments to claim 27, Applicant respectfully submits that this application is now in condition for allowance.

### *Claim Rejections – 35 U.S.C. §103*

Pending claims 27, 28, 31, 32 and 34 stand finally rejected as being allegedly unpatentable under Section 103 over Freishtat et al. U.S. Publication No. 2005/0097000 (“Freishtat”) in view of Official Notice and Cloutier et al. U.S. Publication No. 2003/0095642 (“Cloutier”). Applicant traverses this rejection and submits that the combination of Freishtat, Official Notice and Cloutier fails to disclose or suggest the claimed invention.

Applicant has amended independent claim 27 to clarify an aspect of the invention as set forth on page 13, paragraph [0041]. Specifically, a method in accordance with the present invention includes the step of each salesperson selecting unique targets for individual customers to which the salesperson is assigned that may appear in online communication channels between the customers and the employer of the salesperson.

During the Examiner Interview with Ms Airepetian regarding the related series of applications, Applicant explained that the primary reference, Freishtat, merely enables communications between a sales associate and a customer over a plurality of communication channels, but in the context of “real-time communication functionalities.” See, e.g., ¶[0033]. Freishtat does not teach monitoring a plurality of online communication channels for

communications from a customer to the employer that contain target items in communications from such customers for the purpose of triggering alerts of such a communication to the salesperson.

Moreover, Freishtat fails to disclose or suggest a system that enables a salesperson to select a target item that may appear in a plurality of on-line communication channels with a customer to facilitate alerts as called for in the instant claims.

Applicant further explained, and Ms. Airepetian agreed, that Cloutier merely teaches "a system for the remote notification and retrieval of electronically stored messages wherein a user is alerted to messages containing certain key words or phrases in the body of the e-mail [0028]." See, e.g., Office Action at p. 4. In this connection, Applicant submits that Cloutier fails to remedy the deficiencies in the disclosure of Freishtat discussed in the foregoing.

### *Conclusion*

In view of the above, Applicant submits that claims 27, 28, 31, 32 and 34 are now in condition for allowance. Reconsideration of the rejections is requested and allowance of this claim at an early date is solicited.

The Office is hereby authorized to charge any additional fees or credit any overpayments under 37 C.F.R. 1.16 or 1.17 to AT&T Corp. Account No. 01-2745. The Examiner is invited to contact the undersigned at (908) 707-1573 to discuss any matter concerning this application.

Respectfully submitted,  
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By:

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